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displaying the data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the area of each bounded field area is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset; and

displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area, and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify additional information relating to the bounded subfield area.

7. (Amended) A method of presenting information regarding plural products on a computer display screen for perusal and selection by a user, the method comprising:

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displaying a product review page on the display screen, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product;

displaying a menu box that provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart;

providing the user with the ability to perform a single action to initiate a purchase transaction of all of the items in the shopping cart.

28. (Amended) The device as defined in claim 19, wherein the data elements describe products that are available for purchase and wherein the button item allows the user to initiate a purchase transaction with respect to any data elements in the shopping cart.

29. (Amended) A computer device having an internal memory containing computer readable code comprised of a set of instructions that will cause the computer device to execute the following functions:

accept user criteria for obtaining a subset of data related to products that are available for purchase;

retrieve a data subset that meets the user criteria, the data subset comprised of one or more data elements, each data element being related to one or more products, and;

generate a tree map display that is representative of the data subset, wherein the tree map display comprises:

plural bounded field areas, each bounded field area corresponding to a product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first visible attribute that is indicative of a first characteristic of the corresponding product, wherein the plural bounded field areas and the bounded subfield areas are all contained within a single viewable region of a computer display screen;

a menu item that provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart;

a shopping cart item that provides a tally of any products that have been inserted into the shopping cart;

a selectable item that initiates a purchase transaction of all of the items in the shopping cart.

REMARKS

Any fees that may be due in connection with filing this paper, or during the entire pendency of this application, may be charged to Deposit Account No. 50-1213.

The amendments the drawings presented herein correct a spelling error and a figure label error. In particular, in Figure 13, the hyperlink box is designated as "1378" instead of "1376" to distinguish this figure item from the product search box which is labeled as "1376".